

POPULATION TOTAL	1990 CENSUS	2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
UNITED STATES	248,709,873	281,421,906	290,647,163	305,918,071
MEDIAN AGE (YRS)		35.3	36.1	37.3
IOWA	2,776,755	2,926,324	2,939,909	2,962,064
MEDIAN AGE (YRS)	-----	36.5	37.2	37.9
HISPANICS (ANY RACE)		82,473	90,579	105,015
STATE'S PERCENTAGE		2.82%	3.08%	3.55%

POPULATION BY RACE	2000 CENSUS	2003 ESTIMATED	2008 PROJECTED
WHITE	2,748,640	2,749,251	2,751,042
STATE'S PERCENTAGE	93.93	93.51	92.88
MEDIAN AGE (YRS)	37.5	38.3	39.2
BLACK/AFRICAN-AMERICAN	61,853	65,883	70,107
STATE'S PERCENTAGE	2.11	2.24	2.37
MEDIAN AGE (YRS)	25.3	25.4	25.9
AMERICAN INDIAN/NATIVE	8,989	9,658	10,637
STATE'S PERCENTAGE	0.31	0.33	0.36
MEDIAN AGE (YRS)	26.1	25.9	26.0
ASIAN	36,635	39,249	43,550
STATE'S PERCENTAGE	1.25	1.34	1.47
MEDIAN AGE (YRS)	27.7	28.3	29.3
HAWAII/PACIFIC ISLANDER	1,009	1,073	1,252
STATE'S PERCENTAGE	0.03	0.04	0.04
MEDIAN AGE (YRS)	25.6	25.5	26.5
OTHER	37,420	41,676	48,791
STATE'S PERCENTAGE	1.28	1.42	1.65
MEDIAN AGE (YRS)	22.8	23.3	23.5

POPULATION BY LOCALITY		2003 ESTIMATED	2008 PROJECTED
URBAN	----	337,529	340,810
SUBURBAN	----	1,245,512	1,267,576
RURAL	----	1,356,868	1,353,678

SOURCES: USDA AND CLARITAS INC. © 2004.

Marketing Services Branch

IOWA: EXPENDITURES

Transportation and Marketing

INCOME	2003 ESTIMATED	2008 PROJECTED	
HOUSEHOLD MEDIAN	\$43,815	-----	
PER CAPITA	\$22,056	-----	
EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
TOTAL EXPENDITURES	\$43,849,599,000	\$53,929,915,000	22.99%
FOOD AT HOME TOTAL	\$5,265,102,900	\$5,877,356,600	11.63%
FOOD AWAY FROM HOME TOTAL	\$4,495,766,400	\$5,491,262,100	22.14%
FOOD AS % OF TOTAL EXPENDITURES	22.26%	21.08%	-----
FOOD AT HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
MEATS (ALL TYPES)	\$960,372,300	\$1,080,851,600	12.55%
FISH & SEAFOOD PRODUCTS	\$92,376,800	\$103,942,500	12.52%
FRUITS & VEGETABLES	\$547,162,500	\$602,257,300	10.07%
DAIRY PRODUCTS	\$581,951,900	\$647,887,500	11.33%
BAKERY PRODUCTS	\$579,854,400	\$627,297,100	8.18%
CEREALS & PRODUCTS	\$291,325,900	\$330,809,200	13.55%
PREPARED FOODS	\$892,093,600	\$1,008,706,900	13.07%
JUICES	\$125,856,300	\$139,122,100	10.54%
FOOD AWAY FROM HOME	2003 ESTIMATED	2008 PROJECTED	% CHANGE
BREAKFAST & BRUNCH	\$310,426,200	\$418,954,000	34.96%
FAST FOOD	\$135,900,200	\$177,784,600	30.82%
FULL SERVICE	\$174,526,000	\$241,169,400	38.19%
LUNCH	\$1,119,827,800	\$1,361,759,000	21.60%
FAST FOOD	\$685,013,800	\$812,318,300	18.58%
FULL SERVICE	\$434,814,000	\$549,440,700	26.36%
DINNER	\$1,618,970,200	\$2,018,077,500	24.65%
FAST FOOD	\$668,799,200	\$796,847,900	19.15%
FULL SERVICE	\$950,170,900	\$1,221,229,600	28.53%

SOURCES: USDA AND CLARITAS INC. © 2004.

Marketing Services Branch

FOOD AT HOME EXPENDITURES	2003 ESTIMATED	2008 PROJECTED	% CHANGE
MEATS			
MEATS (ALL TYPES)	\$826	\$911	10.29%
POULTRY	\$207	\$230	11.11%
EGGS	\$35	\$37	5.71%
FISH & SEAFOOD			
FRESH	\$40	\$43	7.50%
FROZEN	\$27	\$32	18.52%
CANNED	\$12	\$13	8.33%
FRUITS / VEGETABLES			
FRESH	\$311	\$339	9.00%
CANNED	\$83	\$92	10.84%
FROZEN	\$57	\$59	3.51%
OTHER	\$19	\$18	-5.26%
DAIRY PRODUCTS			
FRESH MILK & CREAM	\$171	\$183	7.02%
CHEESE	\$136	\$142	4.41%
ICE CREAM	\$78	\$85	8.97%
BUTTER / MARGARINE	\$42	\$50	19.05%
BAKERY PRODUCTS			
BREAD & PRODUCTS	\$385	\$409	6.23%
COOKIES	\$73	\$76	4.11%
CRACKERS	\$41	\$44	7.32%
CEREALS & PRODUCTS			
CEREALS	\$150	\$160	6.67%
PASTA PRODUCTS	\$39	\$46	17.95%
FLOUR & MIXES	\$42	\$50	19.05%
RICE	\$19	\$22	15.79%
PREPARED FOODS			
SNACKS/CHIPS	\$140	\$163	16.43%
JUICES	\$108	\$117	8.33%
FROZEN/PREP. OTHER	\$112	\$130	16.07%
SOUPS	\$65	\$76	16.92%
SAUCES & GRAVIES	\$58	\$58	0.00%
BABY FOOD	\$43	\$47	9.30%
FROZEN MEALS	\$41	\$46	12.20%
NUTS	\$32	\$35	9.38%
SALADS	\$23	\$28	21.74%

SOURCES: USDA AND CLARITAS INC. © 2004.

Marketing Services Branch